From Email to "The Stream"

A Unifying Vision for the 21st Century Enterprise

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E-mail is ubiquitous

That ubiquity impedes our ability to adapt

Organizations must shift away from E-mail

By focusing on an Enterprise Stream

- The stream is like our central nervous system but in the digital world

- The stream carries signals and information

- The stream connects the many different parts of the organism, in this case an organization

- The stream aids in distilling and responding to those signals
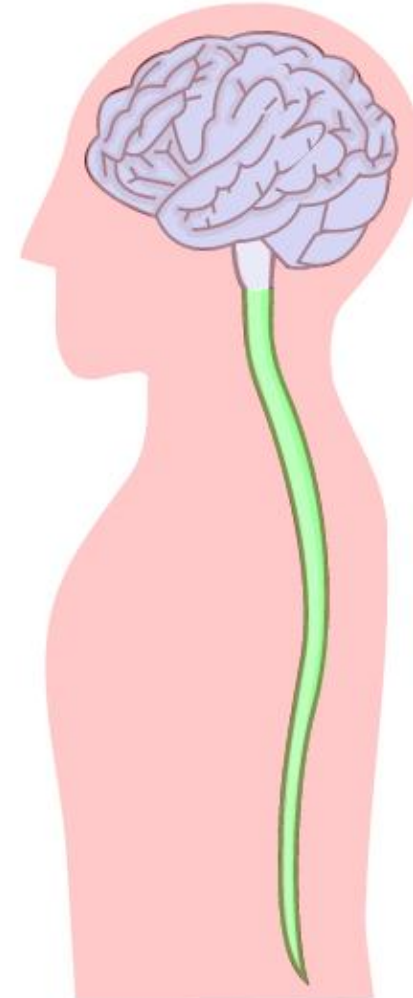
We all still use email, of course. But email was better suited to the way we used to use the Internet—logging off and on, checking our messages in bursts. Now, we are always connected, whether we are sitting at a desk or on a mobile phone
– **Wall Street Journal, "The End of the Email Era", 2009**

[I]t's likely that we will see an increase in user behavior as it becomes more mainstream for people to share with networks what they used to do with e-mail lists.
– **Harvard Business Review Blog 2010**

20% of organizations will move away from email by 2014 – **Gartner**

Email

- The Internet's first "killer app"

- 1971 First email

- 1982 "email" becomes a word

- 1989 Compuserve

- 1997 Outlook is released

- 2010 – 107 trillion emails

- 2012 – Remains the one app that every employee uses everyday

The "Stream"

- 1998 Google incorporated

- 1999 "Web 2.0" used for first time

- 2001 Wikipedia

- 2005 YouTube

- 2006 **Facebook's "News feed" & Twitter**

- 2007 iPhone & First Hashtag on Twitter

- 2012

  - 845+ Million people on Facebook

  - 290 million tweets/day (Feb)

  - 2012 – Many products now focus on activity streams for enterprises.
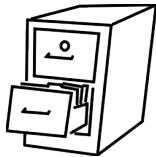
1440 to 1990

Circa 1990-2007

2007-?

A flow that connects people and information.

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1440 to 1990   Circa 1990-2007   2007-?

Paper   Documents   Web format

Routing codes   Distribution Lists   Links

Couriers   Forums and Directories   Hashtags

Letters/Memos   Email   Streams

Where is your organization?

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- Poor retrievability

- "Reply-all"

- Sender, not receiver, determines importance

  - ATOS found only 15% of inbound email was useful to the recipient. Cost? 15-20 hours/wk/person

- If email is a hammer, every business process appears to be a nail

- Hinders serendipity and personalization

- Every inbox is an island

- IBMer reduces email by 98%, 2012

- MG Siegler recounts a month without using email (both good and bad) -- Aug 2011

- Atos Origin, Feb 2011 Press Release

  - "to be a zero email company within three years."

  - Developing and integrating new tools as they go.

One Definition: A **flow** of data that connects people and information

Updates from/
between humans

Application feeds

Automated messages
from official systems

Feeds from "things"
like sensors and bots

Each Post has
• who or what is posting the info
• Snippet of information about something
• "mentions" of others
• Links to learn more
• Hashtags for categorization

People and systems dip into
the flow manually or through
filters/agents to connect
with information

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- **Google Alerts** allows anyone to track a topic over time

- **Twitter's** saved searches allow for a constant stream of information around a hashtag

- **Facebook** "mentions" allow users to notify other users of something interesting

- "**Truthy at Indiana**" uses advanced algorithms to monitor the stream for memes and assess how they spread online

- "**Viralvideochart.unruly.com**" monitors multiple video services for the most viral videos on the web.

- **Google Plus** "Ripples" allow users to see how a link spreads.

- **Dailyperfect.com** uses semantic analysis to provide a personalized news feed

- **Alltop** provides news feeds by topics

- **Tweet-A-Watt** uses a Kill A Watt to tweet energy usage data.

- **Plants** that tweet when they need watering

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- An Enterprise-wide stream

  - Provides a common highway onto which people and systems can send signals

  - Doesn't require all systems to come online instantly

  - Easily expands as additional systems communicate to the stream

  - Enables and supports a mobile workforce by being device agnostic

  - API-based interfaces foster standardization and enables new filtering and monitoring tools as needed by sub-organizations

  - Helps both people and systems by enabling serendipity and personalization

  - **Changes the paradigm from a focus on "who do we send this to" to "how do we enable connections to our information"**
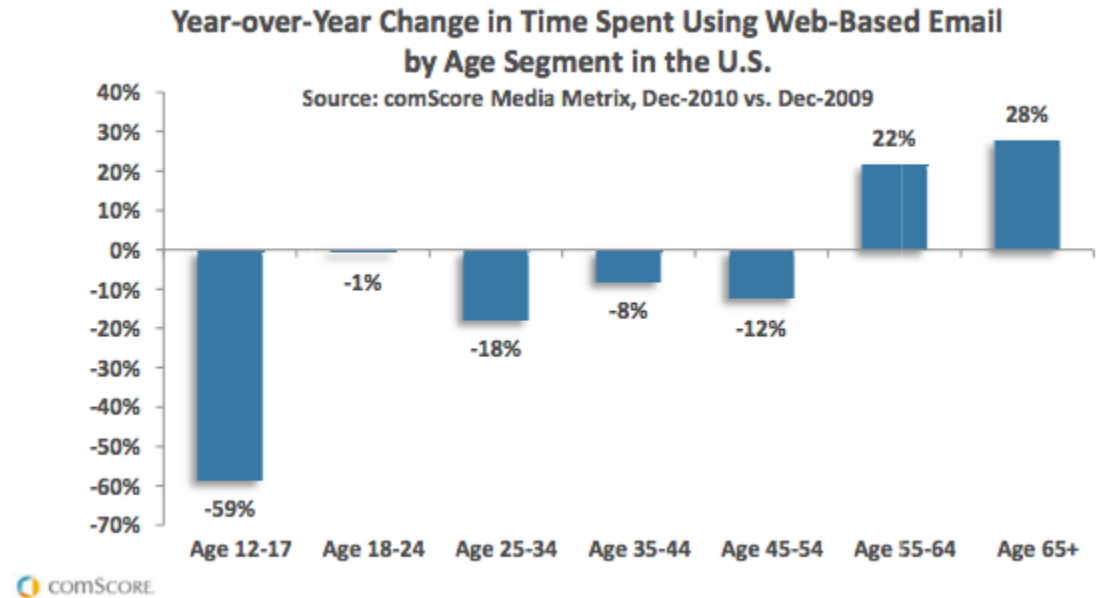
- Knowledge Capture and transfer as part of work flow

- Serendipity through random connections

- Agility through ability to rapidly connect

- An organization that is constantly learning

- **The organization grows a central nervous system**

The Social Enterprise: Workforce Engagement for the 21st Century
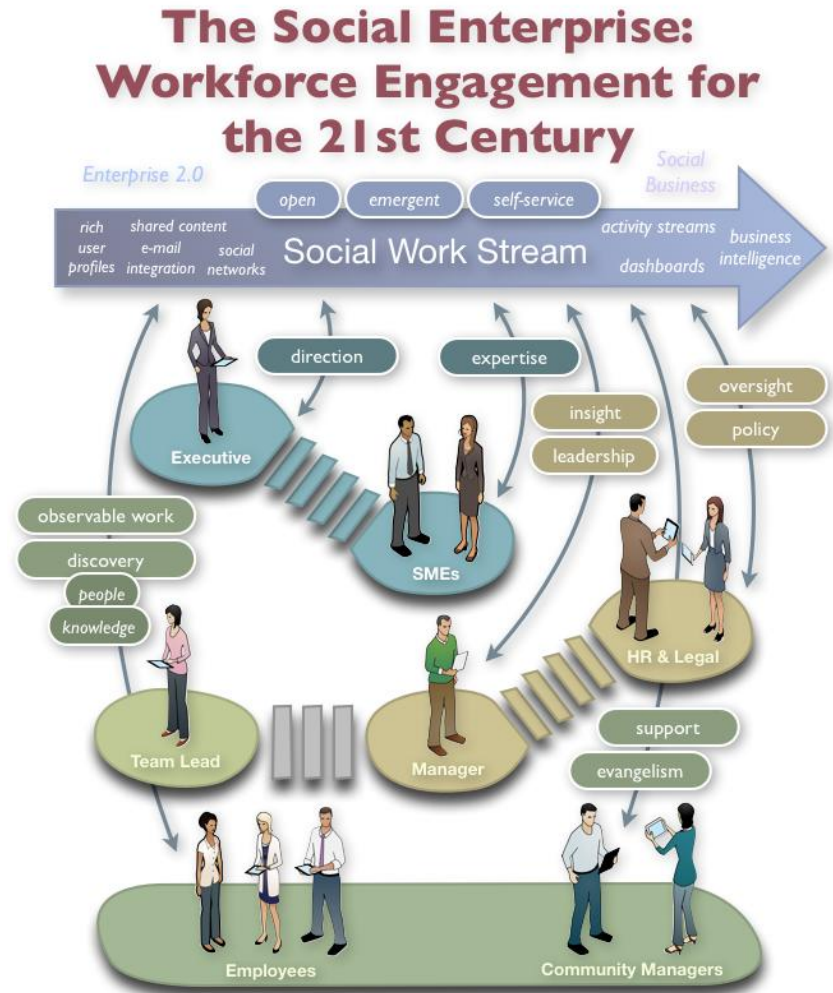
From http://ebizq.net/blogs/enterprise by Dion Hinchcliffe

- Examples of companies focusing on Enterprise streams

  - Yammer

  - Socialcast

  - Socialtext

  - Clearvale

  - Jive

  - Google apps

 - Other tools have streams but they aren't the focus of the tool

- Email won't be displaced easily but that doesn't mean we shouldn't try

- A "Stream-first" strategy can begin to wean us from email

- Individuals, teams, and systems can join as they are ready.

- Email still serves a purpose

- It is time for organizations to have a central nervous system!

Year-over-Year Change in Time Spent Using Web-Based Email by Age Segment in the U.S.
Source: comScore Media Metrix, Dec-2010 vs. Dec-2009

Age 12-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
-59%	-1%	-18%	-8%	-12%	22%	28%

comSCORE.

- Central Nervous System, Wikipedia, http://commons.wikimedia.org/wiki/File:Central_nervous_system_2.svg

- Photo of iPhone , Wikipedia – link

- Photo of IBM PC , Wikipedia, - link

- Legal Pad Clipart, www.aperfectworld.org - link , permission granted 2/15/2011

- File Cabinet clipart, www.aperfectworld.org – link,, permission granted 2/15/2011

- Book clipart, Wikipedia, "Nuvola apps bookcase.svg" - link

- IBM Selectric II, Wikipedia "Selectric II.jpg" – link

- Push button telephone, Flickr, @sammich – link

- Printing Press, 1829 woodcut by George Baxter.jpg, Wikipedia – link

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Use of social media for news is similar across devices

Percent following Facebook and Twitter recommendations very often for news

FACEBOOK

TWITTER

Desktop/laptop: 6%
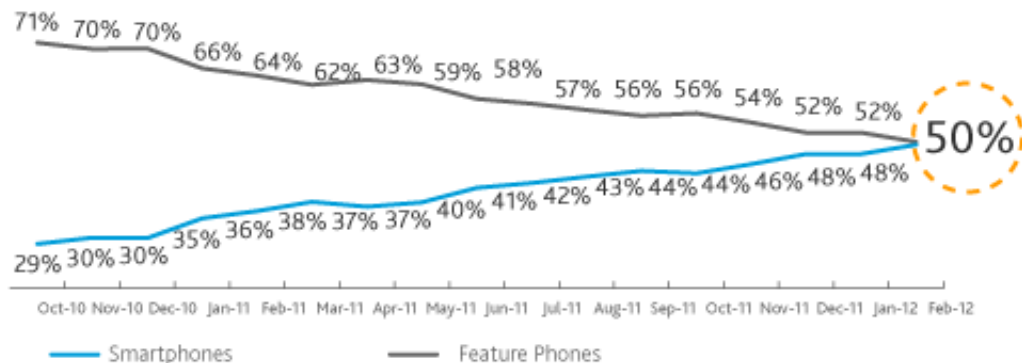Smartphone: 7
Tablet: 8

2%
3
3
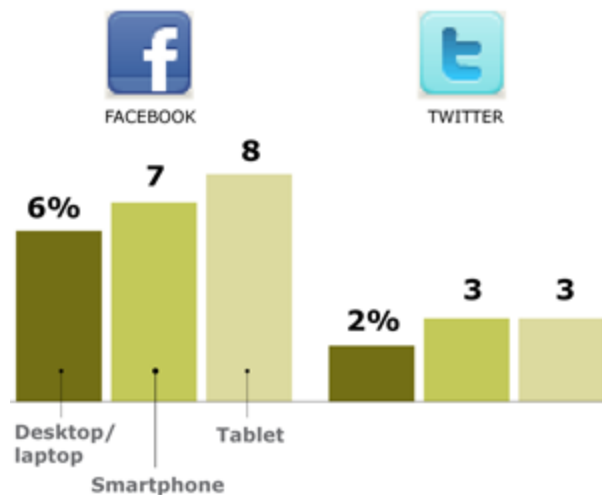
N's: Use desktop/laptop for news=1,602; smartphone for news=571; tablet for news=291

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM 2012 STATE OF THE NEWS MEDIA

U.S. Smartphone Penetration

February 2012, Nielsen Mobile Insights

Feature Phones: 71% 70% 70% 66% 64% 62% 63% 59% 58% 57% 56% 56% 54% 52% 52% 50%

Smartphones: 29% 30% 30% 35% 36% 38% 37% 37% 40% 41% 42% 43% 44% 44% 46% 48% 48%

Oct-10 Nov-10 Dec-10 Jan-11 Feb-11 Mar-11 Apr-11 May-11 Jun-11 Jul-11 Aug-11 Sep-11 Oct-11 Nov-11 Dec-11 Jan-12 Feb-12

— Smartphones   — Feature Phones

Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone

Source: Nielsen

nielsen

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